



Imvuselelo Campaign

Excerpts from the Imvuselelo Campaign Media Statement, 12 August 2010

As part of the Imvuselelo Campaign, the ANC kick-started a massive recruitment campaign aimed to enlist a million members by the time of its centenary in 2012. The total number of current ANC membership stands at seven hundred and forty nine thousand one hundred and twelve (749112) members excluding the ones mentioned above.

In achieving the Imvuselelo campaign objectives, we have decided to implement the campaign in different phases.

PHASE 1: Preparations and training. This phase involves the political and practical preparations of branch members through workshops on the objectives and phases of the campaign, and on how to conduct door-to-door work. Branch members should be able to explain the principles, policies and programmes of the ANC, the function of the household questionnaire, and should be able to respond to difficult questions occupants might raise.

PHASE 2: door-to-door information collection. This is the phase in which door-to-door teams will conduct their first visit to all the households in the ward. They will collect information and record it in the "Household Questionnaire".

PHASE 3: Action on issues raised. Once all households have been visited, and the common issues arising from the questionnaires identified, the branch should meet and decide what action to take on these issues. This process should also be seen as part of political education, empowering members to engage with local development issues and identifying how best problems can be resolved. It must necessarily involve ANC councilors for the area. It will also be necessary to look at what the best form is for providing feedback to the community. They may include another round of visits to households.

PHASE 4: Recruitment. Door-to-door teams will visit all households to recruit new members and check that existing members are up to date with their membership subscription. The recruitment

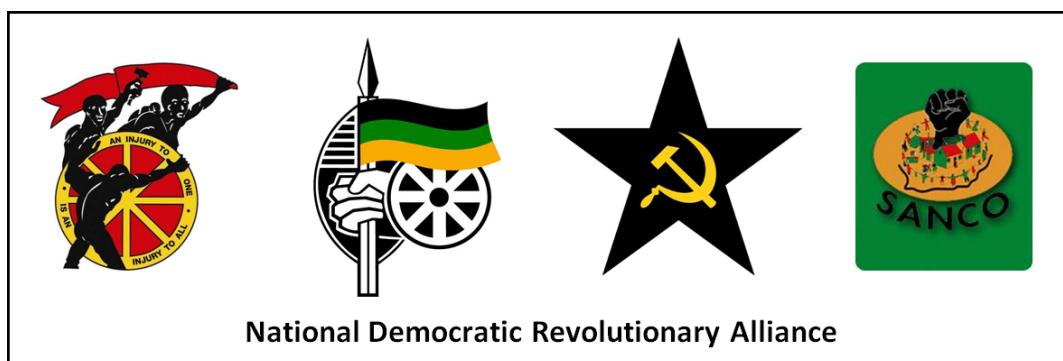
of new members in each ANC Branch must be done in the context of contributing to the target of one million membership by the centenary of the ANC as determined by our forebears in the 1942 ANC National Conference. They should make sure that existing and new members know about the meetings of the branch and how to get involved in branch activities.

PHASE 5: political discussions as part of Conference preparations. Having a clearer sense of the local development takes and challenges, and being acquainted with mass-based political work branch members will be in a better position to engage in debates on the discussion documents distributed in preparation for the ANC 3rd National General Council and the 53rd National Conference.

The Imvuselelo Campaign is not a once-off campaign. It will form the basis for an ongoing programme of membership development, organization building and community engagement.

“How to join the ANC”:

See <http://www.anc.org.za/show.php?include=docs/misc/2010/membersz.html>



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